

Message Text

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ACTION TRSE-00

INFO OCT-01 EA-06 ISO-00 AID-05 CIAE-00 COME-00 EB-07

FRB-03 INR-07 NSAE-00 USIA-06 XMB-02 OPIC-03 SP-02

CIEP-01 LAB-04 SIL-01 OMB-01 NSC-05 SS-15 STR-04

CEA-01 L-03 IO-10 NEA-10 H-02 /099 W

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FM AMEMBASSY MANILA

TO SECSTATE WASHDC 4593

INFO AMCONGEN HONG KONG

LIMITED OFFICIAL USE MANILA 8358

E. O. 11652: NA

TAGS: EAID, EFIN, RP

SUBJECT: US PROCUREMENT FOR ADB FINANCED PROJECTS

REF: MANILA 8295

1. EMBASSY FINDS REPORT REFTTEL OF FURTHER DECLINE IN U.S. SHARE OF ADB PROJECT PROCUREMENT (GOODS AND SERVICES) AS DISTRESSING AS USADB. WE CANNOT IN ALL HONESTY, HOWEVER, SUPPORT THE IMPLICIT SUGGESTION THAT RESPECTING ANY PHILIPPINE PROJECTS THE PRIMARY REASON FOR THIS SORRY STATE OF AFFAIRS CAN BE CREDITED SIGNIFICANTLY OR PRIMARILY TO ANY ACTION OF ADB. QUITE THE CONTRARY, THE EMBASSY CONTINUES TO BE IMPRESSED BY THREE OVERRIDING FACTORS: (A) THE CONTINUED AGGRESSIVENESS OF OUR COMPETITORS, ESPECIALLY THE JAPANESE: (B) THE PRACTICALLY CUSTOMARY LOW PRIORITY AMERICAN FIRMS SEEM TO ASSIGN TO BIDDING ON SUCH PROJECTS; (C) THE RELATIVE NON-COMPETITIVENESS OF U.S. OFFERS THAT CONTINUES TO EXIST IN MANY LINES.

2. WHILE EMBASSY BELIEVES USADB HAS DONE A VERY CREDITABLE JOB, SPECIALLY OVER PAST TWO YEARS, OF KEEPING ADB
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MANAGEMENT ALERT TO U.S. CONCERNS ON THIS SUBJECT, THE

FACT IS AS THE SAYING GOES, THAT "YOU CAN'T GET THERE FROM HERE". WE CAN AND DO POUND HEADS AT THIS POST, GET RESIDENT REPS OF U.S. FIRMS TO MAKE AN HONEST EFFORT, AND REPORT OPPORTUNITIES PROMPTLY AND FULLY. THE ROOT PROBLEM, HOWEVER, STILL LIES IN PARENT FIRM AND/OR HOME OFFICE ATTITUDES TOWARD EXPORT BUSINESS AND THEIR PRIORITY TARGETS IN EXPORT TRADE. A PRIME ILLUSTRATION OF THE DIFFERENCE THAT INTEREST, COMPETITIVENESS AND AGGRESSIVE MARKET PRESENCE CAN MAKE IS THE FACT, AS NOTED REFTEL, THAT U.S. FIRMS OBTAIN 37 PERCENT OF TOTAL CONSULTING ENGINEERING AWARDS ON ADB FINANCED PROJECTS.
PURNELL

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